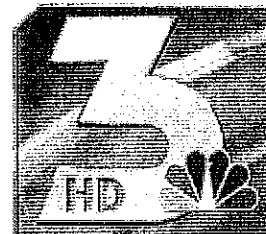


ORDER**KSNV****Orders**

Order / Rev: 104859
 Alt Order #: 06837381
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 Flight Dates: 07/30/12 - 08/06/12
 Original Date / Rev: 07/27/12 / 08/03/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley for Senate *Revised*
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/06/12 | 21 | \$21,725.00 | \$18,466.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012 | 21 | \$21,725.00 | \$18,466.25 | 0.00 |
| Totals | 21 | \$21,725.00 | \$18,466.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| KSNV | 36% | \$21,725.00 |
| Market | 100% | \$60,347.22 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 30% | \$18,104.17 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 15% | \$9,052.08 |
| KTUD | 1% | \$603.47 |
| KVVU | 15% | \$9,052.08 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 3% | \$1,810.42 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|-------------------|-----------------|------------------------|-------|-------------------|--------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1 | KSNV | 07/30/12 | 08/06/12 | M-F 6-7a WakeUp w/Wa@M | | 6-7a | M----- | :30 | 1 | \$700.00 | 1 | 0.00 | NM | 1 | \$700.00 |
| M-F 6-7a WakeUp w/Wagners | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 07/30/12 | 08/05/12 | M----- | | 1 | | \$700.00 | | 0.00 | | | | | |

Order / Rev: 104859
 Alt Order #: 06837381
 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--|-------|------------------------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| E 1 | KSNV | 07/30/12 | 08/06/12 | M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M----- | :30 | 1 | \$700.00 | 1 | 0.00 | NM | 1 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/12 | | 08/05/12 | M----- | | | | | | 1 | \$700.00 | | 0.00 | | | |
| Week: 08/06/12 | | 08/12/12 | ----- | | | | | | 0 | \$700.00 | | 0.00 | | | |
| E 2 | KSNV | 07/31/12 | 08/03/12 | Today Show Today Show | CM | 658a-9am | -TW---- | :30 | 2 | \$1,400.00 | 1 | 0.00 | NM | 2 | \$2,800.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/12 | | 08/05/12 | -TW---- | | | | | | 2 | \$1,400.00 | | 0.00 | | | |
| E 4 | KSNV | 08/06/12 | 08/06/12 | M-F Early News M-F Early News | CM | 5-630p | M----- | :30 | 1 | \$1,000.00 | 1 | 0.00 | NM | 1 | \$1,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/06/12 | | 08/12/12 | M----- | | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 5 | KSNV | 07/30/12 | 08/03/12 | M-F Early News M-F Early News | CM | 5-630p | MTWTF-- | :30 | 5 | \$1,000.00 | 1 | 0.00 | NM | 5 | \$5,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/12 | | 08/05/12 | MTWTF-- | | | | | | 5 | \$1,000.00 | | 0.00 | | | |
| E 6 | KSNV | 07/30/12 | 08/03/12 | M-F Jeopardy M-F Jeopardy | CM | 630-7pm | MTWTF-- | :30 | 5 | \$1,100.00 | 1 | 0.00 | NM | 5 | \$5,500.00 |
| JEP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/12 | | 08/05/12 | MTWTF-- | | | | | | 5 | \$1,100.00 | | 0.00 | | | |
| E 7 | KSNV | 08/06/12 | 08/06/12 | M-F Jeopardy M-F Jeopardy | CM | 630-7pm | M----- | :30 | 1 | \$1,100.00 | 1 | 0.00 | NM | 1 | \$1,100.00 |
| JEP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/06/12 | | 08/12/12 | M----- | | | | | | 1 | \$1,100.00 | | 0.00 | | | |
| E 8 | KSNV | 08/06/12 | 08/06/12 | Olympics Late News 3 Late News during Olympics | CM | 11pm-12:35am | M----- | :30 | 1 | \$1,000.00 | 1 | 0.00 | NM | 1 | \$1,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/06/12 | | 08/12/12 | M----- | | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 9 | KSNV | 07/30/12 | 08/03/12 | Olympics Late News 3 Late News during Olympics | CM | 11pm-12:35am | MTW-F-- | :30 | 4 | \$1,000.00 | 1 | 0.00 | NM | 4 | \$4,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/12 | | 08/05/12 | MTW-F-- | | | | | | 4 | \$1,000.00 | | 0.00 | | | |
| E 10 | KSNV | 08/04/12 | 08/04/12 | SIGN ON-SIGN OFF ROS | CM | 5a-459a (5:00 AM-6:00 AM) | -----S- | :30 | 1 | \$625.00 | 1 | 0.00 | NM | 1 | \$625.00 |
| SAT TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 07/30/12 | | 08/05/12 | -----S- | | | | | | 1 | \$625.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 21 | \$21,725.00 |